UWW Equity Webinar Series: Leveraging Community Engagement and Mobilization to Advance Equity

Wednesday, March, 10 2020
Poll - Who’s joining us today?
Housekeeping

• Transitioned to Zoom platform
• Q & A function:
  • Questions for presenters
• Chat function:
  • Reflection on content
  • Sharing resources for other participants
  • Technical questions
Webinar Objectives

• Learn about strategies for leveraging community engagement and mobilization to advance equity
• Hear from United Way of New York City and the United Way of Central Maryland about implementing some of these strategies
• Highlight United Way’s Equity Framework as a resource for United Ways to use to strengthen equity efforts
Today’s Speakers

Myeta Moon
Director, Health
United Way Worldwide

Lemuria Alawode-El
Director, Education Policy
United Way of New York City

Sandy Monck
Chief Impact Officer
United Way of Central Maryland
Equity Framework Preview
Over the next 10 years, we will engage 10 million people in the U.S. in 1,000 communities to achieve these goals.

2028 U.S. GOALS

- 5 MILLION PEOPLE WILL GET BETTER JOBS
- 95 PERCENT OF STUDENTS WILL GRADUATE HIGH SCHOOL READY FOR COLLEGE AND CAREER
- 90 PERCENT OF PEOPLE ARE HEALTHIER

Change lives, build stronger communities and mobilize resources

Position United Way as a thought leader and go-to partner for innovative solutions
Equity Framework - Contents

- Introduction
- Shared Definition & Vision of Equity
- Equity Levers
  - Data
  - Community Mobilization & Engagement
  - Communications & Awareness Building
  - Policy & Advocacy
  - Fundraising, Resource Allocation & Grantmaking
  - Local Capacity Building
- Appendices - Tools and Resources
  - Organizational Assessment
  - Discussion Guide
  - Tools and Resources
  - Glossary
United Way’s Equity Definition: “Equity is the intentional inclusion of everyone in society. Equity is achieved when systemic, institutional, and historical barriers based on race, gender, sexual orientation, and other identities are dismantled and no longer predict socioeconomic, education and health outcomes.”

United Way’s Vision for Equity: “We recognize structural racism and other forms of oppression have contributed to persistent disparities which United Way seeks to dismantle. Our United Way network strives to engage community members, especially those whose voices have traditionally been marginalized. We identify leaders in communities and work with residents and public and private partners to co-create solutions that ensure everyone has the resources, supports, opportunities and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy) to create more equitable communities.”
6 Equity Levers

- Data
- Community Mobilization & Engagement
- Communications & Awareness Building
- Policy & Advocacy
- Fundraising, Resource Allocation & Grantmaking
- Local Capacity Building
Each Lever Includes…

- Rationale – why important?
- Mini-assessment
- Critical Success Lever (Modern UW)
- Suggested & Accelerated Strategies
- Examples
- Sample Activities
- Measures of Success
- Action Steps
- Featured Resource
Use to advance your United Way’s Equity Work

- Take Stock
- Identify Potential Strategies and Activities
- Take Action
- Track Progress
Equity Lever—Community Engagement and Mobilization

• Critical United Way value add—leverages convener role in community
  • Ensures that UW’s equity agenda aligns with current community priorities and efforts
  • Used to organize individuals for collective action
    • Recognizing the existing leadership and capacity within the community
  • Incorporate **all** voices in community—leading to inclusive decision making
    • Allows opportunities to genuinely listen to community members’ stories, experiences, ideas, and observations
Strategies—Community Engagement and Mobilization

- Assess your United Way’s history of meaningful community engagement.
- Focus on building trust by cultivating authentic relationships.
- Map and engage key community-based organizations, institutions, and leaders to enhance your outreach.
- Create diverse opportunities for people.
- Act as a convener by cultivating cross cultural connections, networks, and partnerships.
- Model equitable convening practices.
- Partner with trusted community leaders.
- Focus community engagement efforts on driving meaningful long-term change.
Poll 1

Our United Way partners with grassroots community leaders, affinity groups, and other community-based organizations with local credibility and strong ties to the community in our efforts to connect with and engage residents.
Community Engagement and Mobilization Webinar

S. Lemuria Alawode-Ei, Vice President StrengthenNYC
United Way of New York City

March 10, 2021
UWNYC’s Campaign for Equity

• Will help close systemic disparities by catalyzing partnerships to drive resources, build capacity, promote advocacy and create an innovation hub for diverse stakeholders to maximize impact.

• Focus areas of the campaign for equity are:
  • access to healthcare
  • quality education
  • economic mobility
  • criminal justice reform
The DFA Choose Healthy Life™ Standard

The DFA Choose Healthy Life Standard – A Sustainable, Scalable and Transferable Approach to Public Health

- Centered around a network of Black Churches – the most trusted institutions in the community
- Collaborated with local community-based organizations with a vested interest in providing support to underserved communities
- Standard can be applied to other health disparities
- Initial pilot program in five (5) major U.S. Cities
Since January 2020, COVID-19 has spread throughout the United States, and has devastated the Black community

- Black Americans represent 13.4% of the US population (or approximately 42M)
- Geographic areas with higher Black populations account for more than half of all COVID-19 cases, and almost 60% of deaths\(^1\)
- The racial wound at the center of the coronavirus pandemic in the US continues to fester, with latest data showing that African Americans have died from the disease at almost three times the rate of white people.

In **New York**, through March 3, 2021, Black/African American people were most likely to have died from COVID-19.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Deaths per 100,000 people</th>
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<tbody>
<tr>
<td>Black/African American</td>
<td>348</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>266</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>181</td>
</tr>
<tr>
<td>White</td>
<td>155</td>
</tr>
</tbody>
</table>
Choose Healthy Life

• The COVID crisis has exposed many inequities of a broken system, disproportionately impacting low-income communities of color across the country. As the pandemic has spread throughout the country, communities of color have been infected and dying at significantly higher rates than their white counterparts.

• A long history of disinvestment in communities of color has led to limited affordable and quality housing and inadequate infrastructure, including a lack of healthy food outlets and few healthcare facilities.

• Many recovery programs left out the people who needed help the most - in the form of health insurance, unemployment insurance, small business loans, and other survival resources.
Reshaping the Future of Health in Black America

We intend to achieve the following key goals:

- **Awareness and Education** – raise awareness and educate the Black community on COVID-19 and other health disparities
- **Testing and vaccine** – proactively engage the community in a COVID-19 testing campaign to reduce the spread of the virus and increase vaccine confidence and availability targeting uninsured and underserved people
- **Infrastructure** – establish in our churches an infrastructure of trusted health navigators to support their respective communities working in tandem with United Way
- **Scale** – establish a sustainable model that can expand to address a multitude of health disparities and be replicated in other communities
- **Advocacy** – develop a coordinated federal and local advocacy plan
The Path Forward: Choose Healthy Life

- As we build our way back to a just recovery, it is essential that we zero in on Black and Latinx neighborhoods that have been hit hard by COVID.

- In those places, we must provide culturally-competent information and resources, leverage local knowledge for effective outreach and strategic interventions, and strengthen existing neighborhood networks in order to respond in the immediate term to control the virus, in the medium term to get people back on their feet, and in the long-term to ensure resilient, healthy neighborhoods prepared to withstand the next crisis.

- The Choose Healthy Life standard can be applied to other health disparities impacting communities of color.
COVID-19: Leverage Proven Strategies
Build upon the successful public health approach in the Black Community to address the HIV/AIDS Epidemic

The basic tenets for interventions in communities in crisis are as follows:

• Ensure the initiative is owned and trusted

• Use of specific influencers can mitigate prohibitive conspiracy theories

• The community invests in the program's success, and they can see a positive long-term outcome to continue the actions and behaviors necessary

\(^{5}\text{Community and Population Health. Green, Lawrence W., and Judith M. Ottoson. WCB/McGraw-Hill, 1999.}\)
Build Trust

• Centered around a network of Black Churches – the most trusted institutions in the community
• Collaborated with local United Ways and community-based organizations with a vested interest in providing support to underserved communities
• The Black church is the oldest and most trusted institution in the Black community – has the power to influence and drive change
• Serves as the proving ground to incubate local community organizations to educate and deliver health support services
National Black Clergy Leadership Health Council

National Co-Chairs

Rev. Al Sharpton
National Action Network

Rev. Calvin O. Butts, III
Abyssinian Baptist Church

Rev. Jacques DeGraff
Canaan Baptist Church

Rev. Horace Sheffield
New Destiny Christian Fellowship

Rev. Raphael Warnock
Ebenezer Baptist Church

Rev. Frank D. Tucker
First Baptist Church

Rev. David Jefferson
Metropolitan Baptist Church

National Kickoff Meeting – held on January 18th 2021

• Attended by over 200 national clergy leaders, including 50 CHL clergy leaders
• Presenters included Dr. Anthony Fauci and Dr. Marcella Nunez-Smith
Build Capacity

Creating a new workforce in partnership with the Black Church and LUW’s

• Hired 50 Black Church Public Health Navigators (BCPHN)
  • Trained and certified on COVID-19 precautions and testing protocols
  • Engaged in weekly training on technical public health practices related to Covid-19, planning and implementation best practices and outreach strategies
  • Conduct outreach to church ministries and community partners to raise awareness

• Hired Black Church Public Health Navigator Supervisors (HNS)
  • LUW staff member
  • Supervise the BCPHN outreach, engagement and implementation activities
  • Educate and train local BCPHN on standard public health protocols
  • Deliver bi-weekly updates to Black Clergy Leadership Council
  • 1 FTE per 10 church clusters
Map and Engage Stakeholders

• Developed a series of community asset maps to understand the current landscape
• Identified community stakeholders to engage for education & awareness of Covid-19 testing, local isolation guidelines and best practices
• Identify local “hot spots” with high positivity rates
New York City

Focus Neighborhoods:
Belmont, Parkchester, Pelham Parkway, Van Nest, Westchester Square, Claremont, Mount Hope, Tremont, Charlotte Gardens, Concourse, Hunts Point, Castle Hill, Clason Point, Soundview, Cypress Hills, East New York, Hollis, Briarwood, Jamaica, Hillcrest, Jamaica Hills, Mott Haven, Port Morris

Total Population
8,443,743

COVID-19 Statistics (as of 12/2/2020)
Average Case Rate
3,393 per 100,000 people
Average Death Rate
220 per 100,000 people

Average % Positive
8.4%
Total Tests
3,319,235

Race and Ethnicity

Health Insurance

Rent Burden

Features
- COVID-19 Testing Site
- Area of High COVID-19 Case Rate

Black Population (%)
- < 1%
- 1% - 5%
- 5% - 15%
- 16% - 50%
- > 50%

Race
- Asian
- Black
- Other
- Latinx
- White

Health Insurance
- Insured
- Uninsured

Not Rent Burdened
- 47%
New York - Manhattan

Focus Neighborhoods
Central Harlem (South), Central Harlem (North)

Total Population
506,462

COVID-19 Statistics (as of 12/2/2020)
Average Case Rate
3,003 per 100,000 people
Average Death Rate
246 per 100,000 people

Average % Positive
7.2%
Total Tests
215,973

Race and Ethnicity

Health Insurance

Rent Burden

*Focus neighborhoods are predominantly Black communities with COVID-19 case rates significantly higher than the national average.
Neighborhoods with the highest rates of positive COVID-19 cases also have some of the highest numbers of service workers, rent-burdened households, and people of color.
Community Solution
Action Plan – CBO approach

- Identify the community-based organization in focus neighborhoods
- Develop appropriate engagement tactics (population-based and program-based)
- Robust outreach
- Consistent follow-up
COVID-19
BLACK CLERGY
ACTION PLAN

CONTRIBUTION TO
QUALITY OF LIFE IN
BLACK COMMUNITIES

Choose Healthy Life: Black Clergy Program will work with the local United Way as a partnership of black churches to raise community awareness of COVID 19, and to connect individuals to testing, contact tracing, and the reduction of the spread of the virus.

This section will help you set goals, milestones, and outcomes for your church as you work on the ground to expand access to COVID-19 testing and vaccines in your community. It will also introduce you to the Race For Equity Results Based Accountability framework.
ABOUT THIS TOOLKIT

BUILDING YOUR COMMUNITY SOLUTIONS ACTION PLAN (CSAP)

This toolkit will help you to create your own plan to execute the Choose Healthy Life strategy to address COVID-19 in your community. It contains guided prompts, community health and demographic data, outreach templates, and other materials needed to strengthen your networks and execute your plan on the ground.
Outreach Strategies from Community Solutions Action Plans: Communication

- Leafletting on busy intersections, subway stations
- Door to door outreach in housing developments (public, affordable, supportive and senior housing)
- Flyer distribution through local businesses and community partners (centers, food pantries, public housing)
- Church Social media channels: Facebook, emails blasts, Instagram, Tik Tok and Clubhouse
- Text blasts (Plentiful and other group texting platforms)
- Phone banking and voicemail messages
- Partner with Local media on education stories
- Produce Covid-19 Education video to be shared through the church/email/social media
- Weekly digital health sessions for target populations
- Leveraging school-based partnerships (public schools and childcare facilities)
- Local elected officials and political leaders
- Establish partnerships with local service providers and organizations to engage their participants (case managers, senior centers, fraternities, sororities, political and social clubs, recipients of social services, and emergency food programs.)
Communication + Awareness

• Social media campaign to support the CHL initiative
• Focus groups to help design population specific messages
• Toolkits for LUWs
• Data driven messaging
Outreach Strategies from Community Solutions Action Plan: Engagement

• Registration process
• In person events held with community partners (at a food pantry, at a shelter, at a community center)
• In person events held with local healthcare centers or medical offices
• Health fair
• Virtual town halls
• Offer incentives
Outreach Strategies from CSAP’s: Patient Experience

• Registration process
• Mobile testing in community hot spots with limited access to testing
• Monthly testing events at the Church
• Monthly vaccine events at the Church
• Monthly testing events held with community partners
• Vaccine events held with community partner
• Testing events at FQHC’s
• Testing pop up sites at schools
Performance Measures

The local UW chapters would each have some responsibility for (1) recruiting churches in their community to join the campaign (2) creating an educational campaign related to the pandemic and (3) training member churches, their program staff, and their public health navigators. As such, the performance measures for each participating UW chapter are:

United Way Partners and their activities

Educational campaign
- Trainings (teachers)
  - Local United Way
    - % of churches onboard
    - Type of capacity support provided by UW
    - % of Black Church Public Health Navigators participating in ongoing CHL learning
    - Total # of weekly reports submitted to UW/CNC on time (weekly and monthly)
    - % of weekly reports submitted on time

Churches

Educational campaign
- Trainings
- Social media activity
  - Number of testing events hosted by each church
  - Number of surveys deployed post event (testing, zoom webinar, etc.)
    - % of survey responses indicating increased awareness around COVID-19
    - % of people receiving a follow-up within 48 hours
    - # of people who participated in a testing who received a follow-up
    - # of referrals to testing services (add how this is tracked)
    - Number of referrals provided to other testing sites (in case the church doesn’t have ongoing testing)
    - # of referrals to supportive services
    - Number of referrals provided to individuals who may need to be under quarantine and self-report it
    - Type of support requested
    - % of people who were referred to other supportive services and reported receiving the services

Finally, and most important, are efforts to gather data on program participants. These include (1) those who attend and participate in program events, and (2) those who are tested, vaccinated, or otherwise surveyed to learn how respondents have been individually impacted by the pandemic. Where possible, if participants can also be linked to testing results and to assessments of their personal health, that would be ideal. Listed below are data sources for participants as well as the types of data that we hope to gather.

Participants

- Surveys
  - Evaluation of church events
  - Reactions to testing events
  - Reactions to vaccination events
  - Clinical Results (e.g., infected, hospitalized, dead, etc.)
  - Health History & w. comorbid conditions? Risk for mortality? General health?
  - General Demographics (i.e. Where do people live? Gender? Age?)
Community Solutions Action Plan – Partner Engagement

• Resolve to Save Lives to provide training, resources and ongoing technical assistance

• National Black Leadership Commission on Health and the Balm in Gilead will develop and conduct community outreach and education

• Dr. Robert Fullilove, Columbia University Mailman School of Public Health – conducting analysis and evaluation
Thank You!
Chat & Share

How has your United Way partnered with local leaders to have meaningful engagement and connect with residents? What strategies have you used? How has it worked?
Our United Way uses stories and data in our community engagement efforts to create shared understanding about historical and current inequities.
United Way of Central Maryland’s Journey
In 2008, we set two simple, but major goals:

1. Address basic needs
2. Be an efficient, effective & trusted fundraiser
Peabody Award-winning Race Card Project™ founded by former NPR Journalist Michele Norris.

The goal was to access the stories, people and threads that make up our complex cultural landscape and then to engage Americans to talk across difference, race, inclusion and identity. We sought to share that knowledge and those lessons to activate and inspire change, engage people to talk across difference and examine the deeply entrenched narratives that define or confine communities.
2010

• Sourcing
  – Contract Growing
  – Farm Expansion
  – Gleaning

• Distribution
  – Transportation
  – Refrigeration & Storage

• Access & Affordability
  – Education
  – Evaluation
  – Access to Public Benefits
In 2012, Family Stability was born.
In 2014, Ben Center was acquired

**Vision:** An ever-expanding circle of security around children, families, schools, and communities

**Mission:** To provide proof of concept that schools as resource hubs can strengthen children, families and communities

**Value Proposition:** To realize our vision and mission, we listen to individuals and agencies, identify their strengths and needs, and use evidence-based programs and services to build a network of partnerships designed to increase personal and corporate capacities
Ben Center Components:

**United Way Family Center**
Onsite at Ben Franklin H.S. - supports pregnant and parenting teens with care for infants and toddlers in consistent, reliable environment that allows parenting teens to continue pursuing their education, promotes bonding and teaches parenting skills

**Workforce Development**
Provides BFHS graduates and community members with job readiness skills: GED classes, resume writing, mock interviews, financial literacy and job placement services
Mental Health Program
Provides a range of mental health services to students and community members: individual and group interventions, tracks and helps improve student attendance and manages cases on student support teams

Family Stability Program
Helps local families stay housed, supports them so their children may remain in their current school and provides additional tools to maintain self-sufficiency via case management, community workshops and financial assistance
The United Way ALICE Project

Raising awareness and resources for low-income earners as we seek to sustain & scale family stability work

Launched 1.9.17
ONE THOUSAND VOICES
2018
What Do Residents and Community-Based Leaders Want?

- Propel Neighborhood Livability, Social Climate, Children & Youth Development
  - Increase capacity of others
  - Co-create solutions
  - Develop learning communities
  - Accelerate learning & outcomes
WHAT TOMORROW HOLDS

Summary of Our 2020-2025 Strategic Plan
WHO WE ARE

United Way of Central Maryland is a source of hope and help for communities across our region. We promote equity, create opportunity, and improve lives—and we do it more effectively every year.
UNITED WAY PROGRAMMING AND PARTNERSHIPS

BRIDGING NETWORKS

2-1-1*** • Case Management Certificate Program • Data and Research Collection • Project Homeless Connect • United Way Ben Center • Neighbors United • Ride United with Lyft • Public Policy/Advocacy • Volunteerism

EDUCATION

- United Way On Track 4 Success
  - Anne Arundel County
  - Baltimore City
- United Way Family Center
  - Ben Center South
  - Ben Center West*
  - Family Center Howard County*

EMPLOYMENT

- Docket for Homeless Persons**
- Veterans Treatment Court**
- SNAP E&T
- AFL-CIO Pre-Apprenticeship
- ALICE Report
- Benefits Cliff Report*

HEALTH

- FISH Project
- Pantry on the Go
- Healthy Little Cooks
- MAP • Maryland Access Point
- Dental Clinics
- Vision Clinics
- FamilyWize

HOUSING

- Homelessness Prevention
- Shelter Diversion
- Rental Connections Program

* New program
** Spanning multiple categories
*** Includes targeted programming:
  - Tax Preparation
  - Flu On-Call
  - Utility Assistance
  - Better BedRest (high-risk pregnancy)
  - Mental Health and Substance Use
BE PROUD, BUT LOOK FORWARD...TIME FOR REVOLUTION

• Baby Boomers, loyal donors, retiring
• 80M Millennials entering leadership roles
• Everyone wants customization
• Employers have new CSR priorities, higher expectations
• While our prescriptive family stability model is heralded as a best practice, empowerment models can drive better results
• ALICE* ranks swelled in Maryland: 35% to 38%

* Asset Limited Income Constrained Employed
**CONSIDERATIONS FOR TRANSFORMATION**

**Balance** building a **new culture of philanthropy and incubating/accelerating solutions to complex issues of poverty**. Know when to align with UW Worldwide as one-third of revenue is from cos. headquartered elsewhere.

Build on successful family stability work, but **move from prescriptive to neighborhood-driven, community-centered model**; tap Community Building Initiative model from CA that expands Ben Center approach.

**Re-imagine “B-to-B”** approach to focus on employers’ CSR, engagement and talent priorities. **Develop “B-to-C”** approach to engage next generations, leveraging **digital platforms**.

**Simplify marketing and messaging** – Ignite passion; get help to refresh image, reframe communications

**Ensure alignment** to new direction; launch work with boards, committees and staff. Prep for organization’s digital transformation.
We excel at connecting compassionate individuals to causes they care about.

Now, we are applying that collaborative spirit to work more closely with those we serve – amplifying the power of local leaders to drive change while helping our supporters achieve their philanthropic goals.
UNITED WAY TRANSFORMATION: 2020-2025
From Evolution to Revolution…

GOAL 1
Innovate and Accelerate Our Impact on Central Maryland Families, Meeting the Greatest Needs With the Most Impact, as Quickly as Possible - **Reduce Number of Those Living as ALICE***

GOAL 2
Be the Champion and Trusted Advisor for Employers and Individuals Who Want to Make a Difference, Re-imagining Philanthropy and Volunteerism Throughout the Region

***Asset Limited Income Constrained Employed
Building a Movement

Fueling Dreams
Pathways to Progress

- Amplify efforts of community members to drive change in their neighborhoods.
- Build a powerful alliance of committed and involved supporters to ensure that we succeed
1. **Thriving communities** are filled with healthy, financially stable families who are empowered as *masters of their own destiny*. Education, employment, housing and health are the essentials of family stability, yet different people have different needs.

2. There are **powerful leaders everywhere** — from under-resourced neighborhoods to well-resourced boardrooms; *leadership* from the ground up is the only way to effect real social change.

3. Our strengths as a *convener, collaborator and intelligent knowledge source* are the core of our transformation.

4. Employers and policymakers have a unique opportunity to give back to their communities.

5. We can increase our effectiveness by becoming more *innovative, data-driven* and *outcomes focused*.

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**Change must happen.**
Our Commit To Outcomes:

- **Create and Adopt Equity Statement**
- **Adopt UWW Equity Framework**
- Engaging communities to create & lead solutions for their most pressing challenges
- Removing barriers to help decrease the number of ALICE residents
- Building strong multi-generational affinity for United Way and engaging more young people to participate and support our work.
- Developing more effective and robust corporate engagement programs and partnering with employers to create, implement, track and measure social change initiatives
- Fostering an innovative, efficient and effective United Way that meets the needs of today’s communities, individuals, corporations and funders
COVID-19 HELP

March 2020

- 211 Non profit Survey
- 120 day plan
- Survey
- 2 Funding Collaboratives
- Access to food and home essentials (such as toiletries, diapers, sanitizer)
- Technology/capacity of non-profits who support those affected by COVID-19
- Mental health ticking up
- Support to first responders and healthcare workers

Grantmaking Plans: Immediate Priorities
COVID-19 HELP

Summer 2020

Guiding Principles

Response investments will reflect UWCMs commitment to advance equity, diversity, inclusion and access in our communities.

Communities/populations marginalized (communities of color and concentrated poverty) will be prioritized

HOUSING, HOUSING, HOUSING

Respond, Recover, Rebuild
COVID-19 Response Updates

- 211
- 12 month plan
- Housing, housing, housing
- Technology/capacity of non-profits who support those affected by COVID-19
- Mental health becomes great need
- Get people to testing/vaccines

Respond, Recover, Rebuild
Advocacy & Public Policy 2020

- Public Policy Committee
- Engaged Firm
- Success:
  - CARES Act
  - ERAP
  - SNAP E&T
Six Levers
Assimilated
ACCELERATION INSTITUTE COMPONENTS

TECHNOLOGY
CARES, SPC, 211, etc.

DATA
Maryland Longitudinal Data, ROI, dashboards, etc.

RESEARCH & ANALYSIS
ALICE, Benefits Cliff, use of PhD candidates

CAPACITY BUILDING
Grant writing workshops, case management certificate, internships, CIL, fiscal sponsorship, accreditations, etc.
ACCELERATION INSTITUTE GOALS

REDUCE
systemic barriers

PROMOTE
long term and immediate innovative solutions

PROVIDE
data for informed decision-making

INCUBATE, MONITOR, PROMOTE
and fund best and promising practices

SERVE
as a conduit to networks and resources to CO-CREATE solutions
THANK YOU! QUESTIONS?
Chat & Share

How has your United Way used stories and data to engage residents about equity? Has it impacted your Community Impact agenda?
Poll 3

Our United Way has mapped relationships, institutions, and organizations in our community to understand local power dynamics, the landscape, and the cultural context that in which we are operating.
Discussion/Q&A

Please ask your questions via chat.
Coming Soon…

United Way’s Equity Website

• Stay tuned for more details via Breakfast in the coming weeks…
Please Register!

Nurture a Diverse, Equity-Minded Board (April 7, 1pm ET)
Thank You!

Please take our brief survey